18. Explicate the basic digital tools for beginners.

19. Expound the Problem-solving Methods for Creative Thinking in Communication.

20. Explicate the advantages of circulars and their key features to make an effective circular.

NOVEMBER/DECEMBER 2024

FPE20B/CPE20B — PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT

Shanmuga Industries Arts & Science College T.V.Malai

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Write the two words of specific business and economics vocabulary.

2. Explain any two verbs used in specific business and economics vocabulary.

3. What is the meaning of persuasive?

4. Define leapfrog product.

5. What is the meaning of paraphrasing?

6. Define active listening.

7. Define the creativity.

8. Explain the Imagination.

9. What is punctuation?

10. Explicate the two basic capitalization rules.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the common opposites for business contexts.

Or

(b) Identify the kind of sentences

(i) What color would you like? _____

(ii) Mimie was not a strong academic student _____.

(iii) What can I make a difference in the world by creating a product? _____.

(iv) Give it a try! _____.

(v) If you take risks, you will succeed! _____.

12. (a) Elucidate the advantages of electronic commerce.

Or

(b) Explain the four types of E-commerce business models.

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13. (a) Describe the importance of Digital competence.

Or

(b) Explicate the exploring of the website with suitable examples.

14. (a) Describe the creative thinking in decision-making.

Or

(b) Explicate the creative approach for communication in business.

15. (a) Expound the tips for developing a good paraphrasing.

Or

(b) Explain the writing effective introduction.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elucidate the advantages and disadvantages of Credit cards.

17. Explain the spoken discourse or speaking skill that is prominent in business Communication.